



FOR IMMEDIATE RELEASE

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PSC Wins 2013 WaterSense® Excellence Award

[Las Vegas, Nev.] —The Public Service Commission of Wisconsin (PSC) was recognized on October 3, 2013, with the U.S. Environmental Protection Agency (EPA) 2013 WaterSense Excellence award. The PSC was honored during the WaterSmart Innovations Conference in Las Vegas, Nevada, for its commitment to water efficiency and outstanding efforts to support the WaterSense program during 2012.

WaterSense is a partnership program sponsored by EPA with more than 2,700 utility, manufacturer, retail, builder, organizational, and promotional partners. WaterSense seeks to protect the future of our nation's water supply by offering people a simple way to use less water with water-efficient products, new homes, and services.

The award recognizes the PSC for its significant contributions to the program in 2012. The PSC worked to increase public awareness of the WaterSense brand and the benefits of water efficiency for water utilities via press releases, newsletters, radio advertisements, and online. PSC staff also gave presentations and worked directly with water utilities looking to promote water efficiency. Through these efforts, 16 Wisconsin water utilities have joined the WaterSense Partnership.

"All of our WaterSense partners have taken steps to reduce our nation's water use, but several stood out in 2012 for their commitment to the WaterSense program and collaborative efforts to promote WaterSense-labeled products, new homes and outreach and educational programs," said EPA's acting Assistant Administrator for Water Nancy Stoner. "We are pleased to honor the Public Service Commission of Wisconsin for their efforts that support our mission to protect the future of our nation's water supply."

Denise Schmidt, PSC Water Conservation Coordinator, accepted the award on behalf of the PSC. "Our partnership with the WaterSense program has been extremely beneficial. Working with WaterSense, we can help utilities develop commonsense conservation and efficiency programs that save water, energy, and dollar savings for their ratepayers."

WaterSense labeled products—including toilets, faucets, showerheads, and irrigation equipment—are available at many local plumbing and home improvement stores. Since the program's inception in 2006, WaterSense has helped consumers save 487 billion gallons of water and \$8.9 billion in water and energy bills.

WaterSense Partner Utilities in Wisconsin:

City of Abbotsford Water Utility
City of Beloit
City of New Berlin Utility
Green Bay Water Utility
Janesville Water Utility

Kaukauna Utilities
Madison Water Utility
Marshfield Utilities
Milwaukee Water Works
Oregon Water & Sewer Utility
River Falls Municipal Utility
Sheboygan Water Utility
Sun Prairie Utilities
The City of Onalaska, Water Utility
Village of Lake Delton/Lake Delton Waterworks
Waukesha Water Utility

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